

# Functional Fashion

www.ff.textiletoday.com.bd

■ Passion ■ Purpose ■ Protection

Volume 01 | Week 44 (26 October - 01 November, 2020) | Issue 19 | Pages 04

## Digital technology aiding fashion store staff to make quick decisions

### Textile Today Analysis

Amid the COVID-19, new technology/tools have aided fashion store staff to make faster decisions and better serve customers, says fashion industry experts shared in a Retail Week's Building tomorrow's workforce: how to work smarter virtual event.

Store staffs have become multi-skilled and can multitask due to the new technology and tools that have come to the market.

Helen Milford, Stores Director, Marks & Spencer says: "We have got our colleagues working across the store much more than we ever did before.

Before the pandemic people had much more fixed roles. Colleagues have enjoyed being much more multiskilled and multitasked and we've introduced all sorts of digital technologies to support them."

Milford explains that M&S has introduced modern technology such as queuing apps, apps that share thorough product information with staff and digital versions of services that store staff are no longer able to offer physically.

These tools, along with cutting down on more 'routine tasks', have allowed staff to spend

For Full Story: <https://ff.textiletoday.com.bd/digital-technology-aiding-fashion-store-staff-make-quick-decisions/>



more time with customers, according to Milford.

Rackspace Technology Chief Technology Officer for EMEA Simon Bennett says retailers across the board have given store staff more autonomy since the onset of coronavirus and the tech specialist has

helped businesses deploy technology that helps achieve this aim.

Bennett told, technology such as cameras that monitor stock levels or equipment that analyses foot flow in-store has enabled store staff to make on-the-spot decisions.

## Israel gives AI technology to India to fight COVID-19

Sanjay Saha

As a part of ongoing cooperation between Israel and India against the fight in COVID-19 pandemic, Israeli Ambassador to India Ron Malka handed over state-of-the-art equipment and technology solutions to the All Indian Institute of Medical Sciences (AIIMS) to tackle the viral disease.

AIIMS is at the lead in fighting the pandemic.

The technologies include an artificial intelligence (AI) based video-oriented, voice-operated autonomous personal AI assistant robot, an application that can be installed on any mobile phone of the COVID-19

staff which makes the work of the hospital staff inside the COVID-19 departments much more effective and easier.

In addition, innovative products have been given which have been designed to give the clinicians constant contact-free access to the patient's vitals like heart rate and respiratory rate which improves patient safety with contact-free, continuous monitoring.

A 12-hour disinfection product called CPD that stays active and continuous to protect the surface against new attacks of contamination has also been presented.

For Full Story: <https://www.textiletoday.com.bd/israel-gives-ai-technology-india-fight-covid-19/>

Tailored  
with chemistry really  
Engineered



The collaboration with The BHive® enables us to communicate EURODYE - CtC chemistry's correct compliance status

25+  
Brands

1500+  
Active Wet Processors

Country Representative:

**HARRIS & MENUK**  
Bangladesh | Sri Lanka

Bangladesh | TP+ 88 09611775588  
Fax +88 09611775522

email - salesupport-bd@harrisandmenuk.com



**EURODYE - ctc**  
TECHNOLOGY AND SERVICE  
Since 1856

Chaussée de Charleroi 119,  
1370 Jodoigne, Belgium  
Tel: +32 10 81 30 02, +32 10 81 30 29  
email: info@eurodye-ctc.com

**TextileToday**  
Driving business with knowledge

ISSN 1999-2076 Reg. 8/2012

Editorial & Advertisement Promotion:

M. +88 01775 999 748

E. monir@textiletoday.com.bd

# Recycling 26 mn tons of garment waste: China's next big challenge

**Sayed Abdullah**

In Chinese cities road signs that read in 'Low-carbon, warmth, love' for people to give away their unwanted clothes on a big green metal bin, into which big cities like stuff there unwanted, old clothes for charity and donation.

In the country that makes more than 5 billion T-shirts a year, there is a dishonor to trying old or second-hand clothes and millions of tons of garments go to waste every day. Leading to a mammoth 26 million tons of clothing waste every year, less than 1% of which is reused or recycled, according to state news agency Xinhua.

The ecological cost of this waste is enormous. The fashion industry accounts for around

10% of global carbon emissions, more than is produced by all flights and maritime shipping combined, according to the Ellen MacArthur Foundation.

The massive majority of China's discarded apparel goes straight into the trash, exacerbating one of the country's major environmental headaches.

Most of the nation's 654 giant landfills filled up ahead of schedule. The nation's biggest dump in Jiangcungou, Shaanxi province, is the size of 100 football fields but filled up 25 years earlier than designed after receiving almost four times the amount of daily waste predicted. As a result, China dumped more than 200 million cubic meters of waste into its coastal waters in 2018, according to the



Figure: China makes more than 5 billion T-shirts a year.

environmental ministry.

That's promoted perhaps the fastest-growing solution for China's unwanted garment problem: burn them. Cut and shredded pieces of cloth are added to wet waste in trash-

to-energy incinerators to make them more efficient.

China considers such plants a form of renewable power, despite the emissions they produce and has tried to double their capacity in the past five years.

For Full Story: <https://ff.textiletoday.com.bd/recycling-26-mn-tons-garment-waste-chinas-next-big-challenge/>

# Half of the top ten green industrial establishments from Bangladesh

**Rahbar Hossain**

The garment and textile sector of Bangladesh has reached a unique height by setting up environmentally friendly factories. New feathers of success are being added to that success each year.

The latest addition to that 14 of the 27 globally top eco-friendly industrial establishments in the world that are ranked in

the top ten factories are in Bangladesh.

Several organizations around the world have certificates of eco-friendly installation. One of them is the US Green Building Council (USGBC). The company has a certificate of an eco-friendly installation called 'Lead'.

Eco-friendly installations in



Figure: The garment and textile sector of Bangladesh has reached a unique height by setting up environmentally friendly factories.

Bangladesh have been certified under USGBC.

As of last September 6, 144 installations in Bangladesh have received lead certificates. Lead Platinum 41, Glode 6, Silver 14 and 2 certified certificates have been received. Of the 144 certified establishments, 125 are in the garment and textile sector.

For Full Story: <https://www.textiletoday.com.bd/half-top-ten-green-industrial-establishments-bangladesh/>

# EU pledges to renovate chemicals legislation

**Nayeem Abdullah**

Recently the European commission published a new chemical strategy to regulate the production of hazardous chemicals and associated pollution by gradually banning their use in consumer goods.

On 14 October the European commission implemented the EU Chemicals Strategy for Sustainability. This stringent program has been praised as the biggest reform of

chemical regulations since Reach (registration, evaluation, authorization and restriction of chemicals).

The new strategy will ensure a 'toxic-free environment'. Taking actions to encourage use of safer chemicals by industries, while enforcing a harsher stance on hazardous compounds that has the potential to pose a significant risk to human health or the

environment.

The commission pledges to develop EU standards for 'safe and sustainable-by-design' chemicals and safeguard financial support for their commercialization and uptake. Inclusively, the EU wants to curtail the environmental footprint of chemicals in particular on climate change, resource use, ecosystems and biodiversity.

It is worth to note that the strategy also clamps down on some controversial groups of substances, such as endocrine disruptors (EDs). It will introduce legally binding ED identification criteria among all related EU laws, and an outright ban on EDs in consumer products the moment they are identified.

For Full Story: <https://ff.textiletoday.com.bd/eu-pledges-renovate-chemicals-legislation/>



# Reusable heated mask to filter and deactivate COVID-19

**Amena Kamal Khan**

Face masks have become an indispensable part of human life in COVID-19. This has led to intense R&D globally. And one such initiative is to create a mask that deactivates COVID-19 viruses using heat. A team of scientists at MIT are working to build a reusable face mask embedded with a heated copper mesh.

The copper mesh is bounded by neoprene, insulating sustenance that halts the outside of the mask from becoming too hot to wear.

When a wearer will wear the mask and breathes in and out, air recurrently flows across the

mesh, and any viral airborne particles will be decelerated and inactivated by the mesh and high temperatures.

Such a mask could be valuable for health care professionals and public members in situations where social distancing is mute.

The idea of this protective mask is completely new. Instead of primarily block the COVID-19 virus, it lets the virus to go through the mask but slows and inactivates it.

Like other filtration masks available in the market that function by filtration, filtering



Figure: MIT face mask. Courtesy: Collected



particles by size, or electric charge, this innovative mask has a different mechanism. It works mostly by thermal inactivation.

MIT scientists calculated how rapidly COVID-19 degrade at

diverse temperatures. After trapping conditions, research showed that a temperature of about 90 degrees Celsius could attain between a thousandfold and millionfold reduction in viral particles, liable on the final mask size.

For Full Story: <https://ff.textiletoday.com.bd/reusable-heated-mask-filter-deactivate-covid-19/>

# HUUB launches £250,000 funding round

**Arif-Uz-Zaman**

Sportswear and accessories firm HUUB has launched a £250,000 funding drive through Crowdcube to move into new territories.

Derby-based HUUB will initiate the fundraising event through Olympic medalist triathletes and long-term HUUB athletes, brothers Alistair and Jonny Brownlee.

The raise will allow HUUB to continue to scale its direct-to-consumer offering, increase the product range in its fast-growing cycling category, cater to the increasing number of

women taking up endurance sports and grow its presence in international markets, most notably the US and Germany.

In 2019, HUUB turned over £4.8m and from 2015 to 2019 has achieved an average sales growth of 32% year-on-year.

HUUB says it has experienced an increase of 681% in cycling apparel sales, as well as a significant divergence in audience demographic for their sportswear products across the board. Women's wetsuit sales grew by 68% and there has also been a shift in

the average customer age.

Dean Jackson, Founder, HUUB said, "We are at a really exciting stage of our growth, with new categories performing incredibly strong and our product range across the board continuing to appeal to professional and amateur athletes alike."

"Our average order value is up significantly - up 63% in the last six months - and our direct to consumer business is growing rapidly too," added Jackson.

For Full Story: <https://ff.textiletoday.com.bd/huub-launches-250000-funding-round/>

# LG battery powered face mask

**Josh Pisani**

Leading electronic company LG has invented a battery-powered filtered face mask intended to reduce irritating problems such as breathing difficulties and fogged-up glasses.

LG Electronics' PuriCare Wearable, which comes in one size and weighs less features two fans and high-efficiency particle air filters that fresh air coming in and exhaled breath

going out.

The South Korean company says the wearable air purifier is designed to replace the 'inconsistent' homemade masks, as well as the disposable medical masks that are in short supply.

As LG's new mask uses motorized fans, it needs to be powered to work. LG says the PuriCare Wearable Air Purifier has an 820mAh battery that

runs up to eight hours of use in its low-power mode, dropping to just two hours in high-power mode.

As more and more governments urge the public use of face masks to prevent the spread of the COVID-19, manufacturers have turned their devotion to making such innovative gear more comfortable without compromising safety.

For Full Story: <https://ff.textiletoday.com.bd/lg-battery-powered-face-mask/mask/>

## Functional Fashion FACTS

Japanese investment soared

**160%**

in 2019 Bangladesh

Brother is helping in industry capacity building by '1-Line Assessment' program

By 2023, around

**25%** of BD

apparel factories will adopt automation

**65%** buyers

demand price cuts on new orders, according to a survey

14 October the European Commission implemented the EU Chemicals Strategy for Sustainability

**26 mn** tons

of annual garment waste creating big worries for China

**14 of 27**

globally top eco-friendly factories are in Bangladesh

# Sonovia introduces 99% COVID fighting face mask

**Rakibul Islam**

Sonovia, an Israel-based anti-microbial fabric producing company claimed to have developed a face mask, which is proven to neutralize 99.34% of bacteria, fungi and viruses including Novel Corona Virus. They claimed that this mask is eco-friendly and is washable at least 55 times.

The startup company said that the fabric used in this mask is infused with Zinc Oxide nanoparticles; so that, besides germ killing property, it ensures the durability of the mask. This anti-pathogen technology used in the fabric is

expected to be a mass addition to medical, textile, and related areas.

According to Jason Migdal, a British scientist employed in Sonovia, the mask can provide double-sided protection. He said, it is worth buying; though, the retail price is around £52.

After more than seven years of the development process, the company came across the success of the mask. They followed more than a single lab test to ensure the mask's revolutionary performance. One of the recent test results



Figure: Sonovia, an Israel-based anti-microbial fabric producing company claimed to have developed a face mask, which is proven to neutralize 99.34% of bacteria, fungi and viruses including Novel Corona Virus. Courtesy: Sonovia

showed that the mask can eliminate traces of SARS-

COV-2 in 30 minutes after making contact with the fabric.

For Full Story: <https://www.textiletoday.com.bd/sonovia-introduces-99-covid-fighting-face-mask/>

# MonoChain transforming circular fashion via blockchain traceability

**MM Uddin**

The apparel fashion industry is giving importance to the circular economy more and more. And MonoChain, a London-based startup, is targeting for textile waste with a blockchain-powered platform that delivers authentication for products after purchase.

And consumers connect the clothing, they buy to MonoChain's Wallet, consumers can count the value of their items, inspiring them to sell or donate instead of throwing away unwanted apparel.



At present, only one out of six post-consumer apparel items get resold, but MonoChain goals to double that to a third. If an item's lifespan is extended by just nine months through resale, it reduces the carbon,

water and waste footprint for that garment by 20% to 30%.

MonoChain as a B2B2C platform keeps the consumer knowledge in mind, but its foremost goal revolves around shifting how brands derive economic value from what they produce by leveraging the secondary market.

The secondhand apparel market is currently valued at \$28 billion, and it is expected to grow to \$64 billion by 2024, according to a ThredUp report.

Additionally, research from the Ellen MacArthur Foundation

estimates that more than \$500 billion worth of value is lost in the fashion industry each year because clothing is not worn and is not often recycled.

By capturing some of the resale value of an item, Cupi estimates that a brand can double or even triple the profit on that garment. This mindset shift could deliver higher margins and allow companies to pull back on the volumes they produce without sacrificing profit. It will also prompt labels to make garments that are more durable and resale friendly.

For Full Story: <https://www.textiletoday.com.bd/monochain-transforming-circular-fashion-via-blockchain-traceability/>

# Best plus-size clothing brands for consumers

**Yeasin Miah**

Bulky consumers get into a bit of a spot of bother when it comes to finding fashionable apparel for them along with the right size. But there are some mention worthy brands providing plus-size fashionable clothing for consumers.

**Henning**

Founded by plus-size model

and former fashion editor Lauren Chan, Henning is every plus-size woman's answer and go-to when it comes to luxury staples.

**Violeta by Mango**

You're probably familiar with Mango, but you might not have known that the brand launched Violeta a few years ago. It's easily one of the best

places to buy trendy pieces at affordable prices.

**ASOS Curve**

One of the first brands to truly expand its plus-size collection, ASOS Curve covers a lot of bases. You can buy everything from day dresses and wedding gowns to staple coats and lingerie. The selection is vast.



For Full Story: <https://www.textiletoday.com.bd/best-plus-size-clothing-brands-consumers/>